MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2022/2023

BMO2034 – MANAGING ORGANISATIONAL BEHAVIOUR

(All sections/Groups)

10 JULY 2023
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of **ONE (1)** page with **ONE (1) SECTION.**
2. Answer **ALL** questions. The distribution of the marks for each question is given.
3. Write all your answers in the Answer Booklet provided.

QUESTION 1

Two university graduates recently joined the same company as marketers. Both work long hours and have tight deadlines to complete their new product's marketing plan. They are under constant pressure to scout out new ideas and be the first to report new and creative marketing plans. One of them is increasingly fatigued and despondent and has taken several days of sick leave. The other is getting the work done and seems to enjoy the challenges.

Use your knowledge of stress to explain **FIVE (5)** reasons why these two marketers are reacting differently to their jobs.

(25 marks)

QUESTION 2

(a) Managers must have a diverse strategy to motivate their employees. This is necessary because motivation is differential and using a hit-and-miss motivation strategy will limit organizational returns. Examine **THREE (3)** learned needs theory by David McClelland that managers should apply to maximise employee motivation.

(15 marks)

(b) Everyone is creative, but some people have a higher potential for creativity. Describe **FOUR (4)** characteristics of creative people. **(20 marks)**

QUESTION 3

Outline the **FIVE (5)** conflict handling styles and discuss the circumstances in which would be most appropriate. **(25 marks)**

QUESTION 4

(a) Define servant leadership. **(2 marks)**

(b) Name a business leader that uses servant leadership and explain **FOUR (4)** why do you think he/she is a servant leader? **(10 marks)**

(c) Provide **THREE (3)** leadership competencies. **(3 marks)**

End of Paper